

# **NUTRITION AND PHYSICAL ACTIVITY TO PREVENT OBESITY PROGRAM**

Arizona Department of Health Services

## ***Healthcare Workgroup Summary***

*May 20, 2004*

### **Welcome by ADHS**

The purpose of this first workgroup meeting was to start vision and strategy development for the comprehensive state plan to reduce obesity and chronic disease through physical activity and nutrition interventions. The groups will meet once a month for 3 hours at ADHS through August (possibly September). A draft of the plan will be completed by September 2004 with community forums following for a completion of the plan by January 2005. We plan a kick-off of the plan in February.

All workgroups received background reading for this meeting as well as additional reading in their perspective areas for the next meeting. *If you did not attend the first meeting, you can get the materials at the meeting session.*

Each workgroup has a program staff liaison. The liaison will be the contact for each of their groups regarding questions or concerns and will be leading the group along with our facilitator. Liaisons for workgroups are listed below:

Emily Augustine, CHES - Physical Environmental, Worksite, Special Needs

Lisa DeMarie, MA - Elementary School, Junior/Senior High School, Family

Renae Cunnie, Ph.D. – Healthcare, Community

### **PROGRAM VISION:**

To be recognized as the leader in obesity prevention in Arizona, resulting in optimal health for our citizens.

### **PROGRAM MISSION:**

To improve the health and quality of life of Arizona residents by reducing the incidence and severity of chronic disease and obesity through physical activity and nutrition interventions.

### **PROGRAM GOALS:**

1. To promote and enable the citizens of Arizona to eat smart.
2. To promote and enable active lifestyles in Arizona residents.

### **GENERAL GOAL FOR THESE PLANNING WORKGROUPS:**

To assist with the writing of Arizona's comprehensive state plan, including developing strategies and action steps, to reduce chronic disease and obesity through physical activity and nutrition interventions.

There are eight workgroups including:

- Physical Environment
- Worksite
- Elementary school
- Junior/Senior High school
- Special Needs
- Family
- *Healthcare*
- Community

**Definition of *Healthcare* workgroup:**

For the purpose of these workgroups, the healthcare group encompasses not only treatment of conditions/diseases but also prevention and wellness. It is accessibility, affordability, and a partnership between an individual and many providers. The healthcare group will deal with the multi-disciplinary approach to knowledge, resources, reimbursement and techniques to help the residents achieve health.

There are some other things that should also be kept in mind such as providers empowering patient choice/personal responsibility. Family income variance should be considered as well as the public's lack of understanding of healthcare. There are limited health resources and dispersed to the/a high risk population

This workgroup will work on strategies and action steps for physical activity and nutrition that will positively affect the population and the issues related to this arena.

**Ground Rules**

Full participation

Speak to be heard

Listen to hear

Cell phones on vibrate

Respect opinions & ideas

Share time "Floor"

Respond to ideas not people

Keep in mind mission/purpose vs. personal agenda

**Vision of the ideal for reducing/preventing obesity in special needs population**

1. Communities saturated with media messages promoting healthy lifestyles including physical activity and nutrition
2. All Arizona residents have life long access to comprehensive, consistent, coordinated health care including education, treatment and support services to lead active, healthy, productive, disease-free lives.
3. Systematic ongoing education for health care providers to be able to talk to patients about physical activity and nutrition to others-effective patient education
4. Reimbursement for wellness/prevention services for nutrition and physical activity

**Identified strategies**

1. Provide individual/patient/family education through clinics
  - Provide a personal coach (with knowledge of physical activity and nutrition) to motivate through stages of change in the clinic
  - Use incentives in the clinic such as coupons for recreation or YMCA through corporate donations or other donations for those who attend sessions or complete a program
  - Provide group visits for prevention and focus on health, not appearance
  - Waiting room education
  - Provider incentive to do education
2. Parent specific education
  - Prenatal and postpartum education
  - Education for parents at birth in the hospital for child and family
  - Clinic library with resources including children's book to read to the child on health

- Educate providers to educate parents well child visit education
- 3. Advocate for preventive reimbursement (including group visits) and mental health care coverage
- 4. Social marketing campaign to public about preventive screenings and other healthcare issues combating obesity  
(Have a famous person/role model to be in PSA's - public service announcements - regarding healthy eating and physical activities for families-similar to Jason Kidd-in his immunization public service announcements.)
- 5. Provide convenient health care/prevention
  - Take the services where people are/go.
  - Improve access to mental health professionals
- 6. Provider Education
  - Health care professionals obtain extensive training on nutrition and physical activity
  - Require health care providers of all disciplines to have CEU's ongoing on nutrition and physical activity
  - Somehow encourage physicians to use more time to talk about Wellness

### **Overlaps/Parking lot**

This section is devoted to identifying ideas that were also considered in other workgroups as a primary interest and identifying which groups will focus on them.

Ideas from the Healthcare workgroup that address another workgroup's focus area:

- Ideas for Community workgroup
  - Have a commercial, use a famous person to promote or someone who has a respected in the community such as a Tribal Chair
- Ideas for Physical Environment workgroup
  - Tax junk food
  - Remove candy at the checkout - Fruits and vegetables grab-and-go items in the incentive isles-instead of candy bars
  - Have better packaging for healthy choices suggest an apple and yogurt that will stay fresh, packaging it will keep the freshness of the product
- Ideas for Schools/Worksite workgroups
  - School/work is a place for a visual campaign - At the Point of Purchase, illustrate the nutritional value of fries verses a baked potato

Ideas from another workgroup that address Healthcare's focus area:

- Ideas from Elementary workgroup
  - Fund for treatment of obesity as a chronic disease and provide special accommodation – i.e. arthritis.
  - Fund for prevention